

PACKAGE PLAN NEXT FOR BASEBALL?

Although price for rights climbs to \$13.5 million, owners see chance for even more if they bargain collectively for games

Major league baseball teams will get more in radio-TV rights in 1964 than they did in 1963. But the estimated \$13,575,000 could be the signal of the end of an era, according to BROADCASTING's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All Star game, the rights show a \$575,000 increase over the adjusted rights estimate

for 1963 to total \$13.5 million.

The All Star game and World Series will add \$3.5 million and 12 teams will split about \$1.7 million in rights for CBS-TV and NBC-TV weekend games.

Although the individual rights showed an increase on the whole, the over-all picture for advertisers did not appear so bright. Sponsor billings are expected to remain near the \$84 million recorded last season, but several stations were hav-

ing difficulty finding buyers for parts of the games. In most cases this was a problem where teams did not finish high in the standings last year.

Major league ball clubs, which have been among the last sports bastions of rugged individualism, faced the realization this year that a united front might be more profitable. Several factors contributed to this thinking:

- Success of football in selling pack-

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1963 figure denotes a revised estimate of rights. The figures do not include rights paid by CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

American League

Team	1964 Rights	1963 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$750,000	\$600,000	WJZ-TV (3)	WBAL (30)	National Brew (Doner) 1/3 radio-TV; 2/3 TV sold participating; 2/3 radio sold to regional and local sponsors.
BOSTON	600,000	600,000	WHDH-TV (7)	WHDH (45)	General Cigar (Y&R), Atlantic Refining (Ayer), Narragansett Brew (DCSS), all 1/3 radio-TV.
CHICAGO	900,000	850,000	WGN-TV	WCFL (80)	Hamm Brew (C-M) 1/3 TV; R. J. Reynolds (Esty) 1/3 TV; Phillips Petroleum (JWT) 1/6 TV; Allstate Insurance (Burnett) alt 1/3 TV; alt 1/3 TV open. General Finance (PKG) 1/3 radio; Budweiser (D'Arcy) 1/3 radio; Rambler Dealers (Powell, Schoenbrod & Hall) 1/6 radio; Gen. Cigar (Weiss) 1/6 radio.
CLEVELAND	700,000	700,000	WJW-TV	WERE (40)	Carling Brew (LF&S) 1/3 TV, 1/6 radio; R. J. Reynolds (Esty) 1/3 TV; 1/3 TV open; Texaco (B&B) 1/6 radio; Richman Clothes (LF&S) 1/6 radio; Gen. Cigar (Y&R) 1/6 radio; 1/3 radio open.
DETROIT	650,000	625,000	WJBK-TV (8)	WWJ WJR (48)	Stroh Brew (Zimmer, Keller & Calvert), Marathon Oil (C-E), American Tobacco (BBDO), all 1/3 radio-TV.
KANSAS CITY	300,000	300,000*	(Radio and TV commitments contingent on status of ball club's franchise)
LOS ANGELES	825,000	775,000	KTLA(TV)	KMPC	Std Oil of Calif. (BBDO), Brown & Williamson (Bates), both 1/3 radio-TV; Southern Calif. Chevrolet Dealers (Eisaman, Johns & Laws) 1/3 TV; J. A. Folger (C-E) 1/3 radio.
MINNESOTA	600,000	600,000	WTCN-TV (14)	WCCO (30)	Hamm Brew (C-M) 1/3 radio-TV; Twin City Federal (Pidgeon, Savage & Lewis) 1/3 radio, 2/9 TV; Maxwell House (OB&M), Western Oil (John Forney), Blue Shield (Nick Coleman), Northern States Power (C-M), each 1/9 TV; Pure Oil (Burnett) 2/9 radio, General Mills (Knox Reeves) 1/9 radio.
NEW YORK	1,200,000	1,200,000	WPIX(TV) (7)	WCBS (40)	Ballantine (Esty) 1/3, R. J. Reynolds 1/3, Humble Oil in New York State (M-E) 1/6, Atlantic Refining outside state (Ayer) 1/6, all radio-TV.
WASHINGTON	325,000	300,000	WTOP-TV	WTOP	Ballantine (Esty) 1/3 TV, 4/9 radio; R. J. Reynolds (Esty) 1/3 TV; Gen. Mills (Reeves) 1/9 TV; Allstate Insurance (Burnett) 1/18 TV; 3/18 TV open. 5/9 radio to local and regional sponsors.
A. L. TOTALS	\$6,850,000	\$6,550,000*			

age plans, and the concerted effort now underway by broadcast conscious baseball men trying to form a baseball package.

▪ The decision of the Los Angeles Dodgers and San Francisco Giants to become partners, as well as performers, in a pay-television operation.

▪ Consideration on Capitol Hill of a bill that would alter the blanket exemptions baseball has enjoyed from the antitrust laws (see story page 76).

▪ The decision of the American Tobacco Co. to pull out of sports sponsorship.

Under the aegis of John E. Fetzer, Bob Reynolds, Judge Roy Hofheinz and Walter O'Malley, all connected with broadcasting as well as baseball, the major league teams have agreed to consider a package plan, which would probably get underway in 1965 (BROADCASTING, Feb. 17, 3).

Although several package plans are

under consideration, the one getting the most attention is a no-blackout national game on Monday night, proposed by Mr. Fetzer. Originally his plan called for \$6.5 million to the teams for 26 Monday night games. However, he later said that the package could be worth about \$10 million to the teams.

Share and Share Alike ▪ One of the major selling points of such a plan would be equal distribution of the rights money. Under current network agreements the home clubs sell the rights and keep all the money. The seven teams whose home games will be televised on NBC-TV's *Major League Baseball* this summer will divide about \$700,000 in rights.

The CBS-TV contract for the *Game of the Week* will bring about \$1 million to the five teams whose home games will be shown.

On NBC-TV the home teams will be the Chicago White Sox, Cleveland In-

dians, Detroit Tigers and Minnesota Twins in the American League, and the Cincinnati Reds, Milwaukee Braves and Pittsburgh Pirates in the National League.

CBS-TV's home teams will be the New York Yankees and Baltimore Orioles in the American League, and the Chicago Cubs, St. Louis Cardinals and Philadelphia Phillies in the National League.

Although present plans for the baseball package do not call for elimination of these nationally televised weekend games, there is feeling among baseball men that if the package goes through, visiting teams may eventually be included in the rights to the weekend games, and that these games may ultimately be sold in package form.

Start Next Year ▪ The Monday night package will probably begin in 1965, but it is not until 1966 when the Yankees' contract with CBS-TV has

National League

Team	1964 Rights	1963 Rights	Television	Radio	Sponsors & Agencies
CHICAGO	\$550,000	\$500,000	WGN-TV	WGN	Hamm Brew (C-M) ¼ TV; R. J. Reynolds (Esty) ¼ TV; Phillips Petroleum 1/6 TV; Allstate Insurance (Burnett) alt ¼ TV; alt ¼ TV open. G. Heileman Brew (M-E), Serta Mattress (Doner), Oak Park Federal (Connor Assoc.), Texaco (B&B), Z. Frank (Doner), Weibolt Stores (Roche, Rickerd, Henri, Hurst) all 1/6 radio.
CINCINNATI	550,000	550,000	WLWT(TV) (5)	WCKY (80)	Burger Brew (Midland) 100% radio. Hudepohl Brew (Stockton-West-Burkhart) ½ TV; ½ TV open.
HOUSTON	600,000	600,000	KTRK-TV (8)	KPRC (25)	Pearl Brew (Tracy-Locke) ½ radio-TV; ¾ radio-TV pending.
LOS ANGELES	1,000,000	1,000,000	KTTV(TV)	KFI (9)	Union Oil of Calif. (Smock, Debnam & Waddell), ½ radio-TV; Security First Natl Bank (Y&R), Chevrolet Dealers of Southern Calif. (Eisaman, Johns & Laws), ¼ each radio-TV.
MILWAUKEE	500,000	475,000	WTMJ-TV (4)	WEMP (62)	Schlitz Beer (Majestic) ¼ TV; R. J. Reynolds (Esty) ¼ TV; Texaco (B&B) alt ¼ TV; alt ¼ TV open. Old Milwaukee Beer (Majestic) ½ radio; Phillips Petroleum, alt ¼ radio; remainder open.
NEW YORK	1,000,000	1,000,000	WOR-TV (6)	WHN (12)	Rheingold Beer (FC&B) 57½% TV, 70% radio; Brown & Williamson (Bates) 30% radio and TV; Shell Oil (OB&M) 12¼% TV.
PHILADELPHIA	650,000	650,000	WFIL-TV (4)	WFIL (24)	Atlantic Refining (Ayer), Ballantine (Esty), each ¼ radio-TV; Tasty Baking (Aitken, Kynett), R. J. Reynolds (Esty) each 1/6 radio-TV.
PITTSBURGH	450,000	350,000	KDKA-TV (5)	KDKA (26)	Pittsburgh Brew (Ketchum, MacLeod & Grove), Atlantic Refining (Ayer), each ¼ radio-TV; Bayuk Cigars (Wermen & Schorr), Hills Bros. Coffee (Ayer) each 1/6 radio-TV.
SAN FRANCISCO	1,000,000	900,000	KTVU(TV)	KSFO (16)	Hamm Brew (C-M), J. A. Folger (C-E), Std Oil of Calif (BBDO), each ¼ radio-TV.
ST. LOUIS	425,000	425,000	KSD-TV	KMOX (100)	Busch Bavarian Beer (Gardner) ½ TV, ¼ radio; American Tobacco (BBDO) ½ TV, ¼ radio; Lincoln-Mercury (K&E), General Finance (PKG), each ¼ radio; Shell Oil (OB&M) ½ TV.
N. L. TOTALS	\$6,725,000	\$6,450,000			
MAJOR LEAGUE TOTALS	\$13,575,000	\$13,000,000*			

PACKAGE PLAN NEXT FOR BASEBALL? continued

ended that full participation is expected.

There are two more reasons 1966 is looked on eagerly: the Dodgers and the Giants.

These two teams, stockholders in Subscription Television Inc., are in five-year exclusive agreements with STV (see page 42). However, the key years appear to be 1964 and 1965, when STV is scheduled to produce at least 20,000 subscribers in each city.

If the subscribers fail to materialize, there is feeling that the Dodgers and Giants will be happy to join the Monday night package. However, baseball men admit that if the West Coast teams make a go of their pay TV venture it could alter thinking of the national package by pulling out clubs in other populous areas and sending them down the pay TV path.

There are also reports that Dodger President Walter O'Malley is seeking to buy back the remainder of the 10-year rights contract which Union Oil purchased for \$10 million in 1960.

Last week in Washington Warren Giles and Joe Cronin, presidents of the National and American leagues respectively, endorsed a bill which would give all major team sports the special anti-trust exemptions now enjoyed only by baseball. The last sports bill Congress enacted in 1961 gave professional sports the right to sell packages to radio and television (see page 76).

At last week's hearing before the Senate Antitrust and Monopoly Subcommittee, Senator Edward V. Long (D-Mo.) urged that Charles O. Finley, owner of the Kansas City Athletics, be subpoenaed.

The status of Mr. Finley and his Athletics has been another sore spot with baseball men, and it has left a question mark in radio-TV plans in Kansas City.

Question in Kansas City ■ Although no one knows what will happen, there appears to be a reluctance on the part of Kansas City stations to commit themselves to the Athletics' games, if the team stays there. WDAF-AM-TV, which last year had the rights, let its option for 1964 expire. If the team does remain, it's expected that the radio-TV rights for 1964 will be no more, and possibly less, than the estimated \$300,000 the team got last year.

The decision last month of American Tobacco Co. to pull out of sports sponsorship (BROADCASTING, Feb. 3) has thrown the selling situation into turmoil in several cities.

American Tobacco through BBDO, New York, had contracted for six teams: the Dodgers, Giants, Houston Colt .45's, Detroit Tigers, Boston Red

Sox and St. Louis Cardinals.

In Los Angeles it was replaced by the Chevrolet Dealers of Southern California through Eisaman, Johns & Laws; in San Francisco by Hamm Brewing through Campbell-Mithun, and in Boston by General Cigar through Young & Rubicam.

In Houston the hunt is on for another sponsor, while in Detroit and St. Louis no one appears to be shaking the sponsor tree too hard for a replacement.

Although American Tobacco said it would honor its current contracts, it is hoping for other sponsors to step in and let it move rapidly toward its announced policy of withdrawal from sports.

Considering the size of its baseball buys—it had contracted for one-half or one-third of most teams—American's move so near the start of the season was a problem. Even in markets not directly affected by American's move, the impact of the decision was being felt.

Of the national sponsors sticking with baseball, R. J. Reynolds through William Esty was again the biggest buyer. Reynolds has bought seven teams this year, down from last year's eight. (In 1963 Reynolds also purchased Kansas City.)

Brown and Williamson, through Ted Bates, also remained in the baseball picture with two teams.

With the exception of the two Los Angeles teams and Kansas City, every team in the majors has a beer sponsor, with 17 firms buying. Leading the list are Ballantine through Esty with three clubs, and Hamm Brewing through Campbell-Mithun with four.

General Mills for Wheaties through Knox Reeves became a major buyer this year with partial sponsorship of two teams, the CBS-TV and NBC-TV games, and sponsorship of pre or post game shows of four other teams.

CBS-TV reports its games are sold out and NBC-TV has sold one-quarter of its national sponsorships. Pee Wee Reese and Dizzy Dean will do the play-by-play for CBS-TV, and Joe Garagiola and another announcer to be named will handle the announcing for NBC-TV.

Sports Network Inc., New York, which arranges production for regional networks, said it has already prepared for more than 450 telecasts and 1,500 radio broadcasts.

AMERICAN LEAGUE

Baltimore Orioles ■ WBAL Baltimore will again broadcast the Oriole games to a 30-station network in Maryland, Delaware, Pennsylvania and Virginia. The Orioles this year begin a three-year

contract with WJZ-TV and 52 games, including two exhibitions with the Los Angeles Dodgers, will be shown on a four-station TV network. Pre and post game shows on radio and TV will be aired locally only. Chuck Thompson and Frank Messer will do play-by-play on radio and TV.

Boston Red Sox ■ WHDH-AM-TV Boston will originate Red Sox games again this year. A seven-station New England TV network will carry 56 games, about half at home. On radio, 170 games, including eight exhibitions will be fed to 45 stations. Curt Gowdy, Ned Martin and Art Gleason will report the games. Pre and post game shows will be seen and heard locally only. These include *Dug-out Interviews with Curt Gowdy* and *Warm-up Time* with Don Gillis preceding the games, and *Sports Extra* with Bill Harrington as a post-game show on WHDH. For the TV games, *Baseball Closeup with Curt Gowdy* will precede each Sunday game and *Wheaties Scoreboard* with Johnny Most will follow each TV game.

Chicago White Sox ■ All the White Sox games will be broadcast by WCFL Chicago and a network of more than 80 stations covering 12 states. Bob Elson and Milo Hamilton will do the play-by-play. On WGN-TV Chicago, 64 White Sox games will be shown, 13 on the road. Of the 51 home games scheduled, 42 will be day games and will be colorcast for the fifth year. WGN-TV and the White Sox are now operating under a new four-year contract which will run through 1967. Jack Brickhouse and Vince Lloyd will do the play-by-play on television.

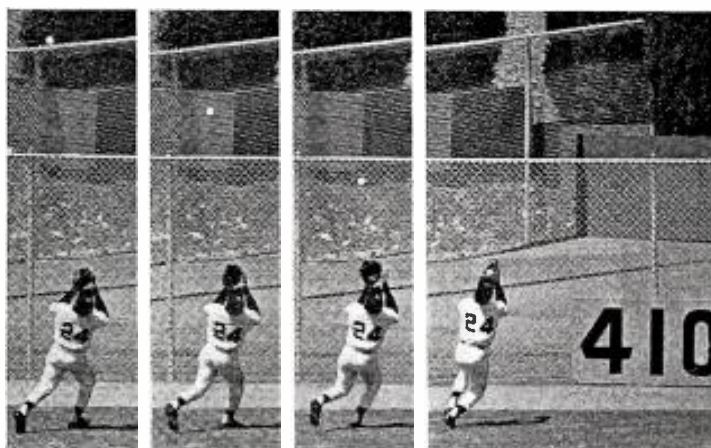
Cleveland Indians ■ For the 15th year WERE Cleveland will broadcast the Indian games. This year's schedule of 174 games, including 12 preseason weekend games, will be fed to a network of about 40 stations in Ohio, New York, Pennsylvania and West Virginia. Jimmy Dudley and Harry Jones will do the games on radio. Although the Indians' TV outlet had not been signed as of last Thursday (Feb. 20), it is expected that WJW-TV will again air the games. The TV schedule calls for 51 games this year, the same as '63. Play-by-play will be handled by Bob Neal and Herb Score.

Detroit Tigers ■ Radio broadcasts of Tiger games have moved to WWJ and WJR Detroit. WWJ will carry day games and WJR the night games. They will feed a 48-station network. On television WJBK-TV Detroit will feed 32 road games to an 8-station network. Ernie Harwell and former Tiger manager Bob Scheffing will handle the play-by-play.

Kansas City Athletics ■ With the status of the team's franchise and ownership

SPORTS...

coverage that's exciting, unusual, live and direct. That's what viewers in the San Francisco-Oakland market expect (and receive) from KTVU. In 1964, KTVU will again exclusively televise the Giants-Dodgers Baseball games from Los Angeles. (For the fourth straight year.) Other live sports attractions include Seals Ice Hockey, the Lucky International Golf Tourney, Roller Derby and Wrestling. Plus the live coverage of national golf, swimming, tennis and basketball events. The Number 1 sports station in the San Francisco-Oakland market is



Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

The Nation's **LEADING**
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Associated with: WSB-AM-FM-TV, Atlanta;
WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami

still uncertain, there has been no concerted move by any station to lock up the Athletics' schedule. WDAF-AM-TV held the option for 1964, but has allowed the option to expire.

Los Angeles Angels ■ The Angels are keeping it all in the Gene Autry-Bob Reynold family this year with KTLA (TV) and KMPC, both Los Angeles, covering the games. Mr. Reynolds is president of the Angels and Golden West Broadcasters. Golden West is licensee of KMPC and is seeking FCC approval of the purchase of KTLA. Mr. Autry is

principal stockholder in the Angels and Golden West. Last year KHJ-TV concluded its three-year contract with the Angels.

KTLA will show 30 games, including 10 preseason games in color from Palm Springs, Calif., where the team trains. The 20 regular season games will be in black and white. *Angels Warm-up* and *Angels Wrap-up* will precede and follow the televised games. KMPC will originate 184 games, including 22 exhibition, for a 19-station network in California, Nevada and Arizona. Buddy Blattner and Don Wells will do play-by-

play on radio and television with Steve Bailey also working on radio coverage.

A pregame *Angels Warm-up* and postgame *Angels Report* will be fed to the radio network for local sponsorship. A pre-pregame show on KMPC will feature the Angels manager, Bill Rigney.

Minnesota Twins ■ Under the first year of a three-year contract WTCN-TV Minneapolis-St. Paul will feed the Twins games to 14 stations in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. Of the 50 games to be televised, 35 will be at night. Also under

68 national and regional advertisers buy major league baseball

In 1964 68 national or large regional advertisers will sponsor baseball, either buying a part of the game broadcasts or pre or post game programs. Many of these advertisers bought parts of games for several teams as well as programs before or after the games.

R. J. Reynolds held the largest number of team sponsorships by one company with parts of the White Sox, Indians, Yankees, Senators, Cubs, Braves and Phillies. The General Mills lineup includes parts of the games of the Twins and Senators, post or pre game shows for the Orioles, Red Sox, Angels, and Yankees. In addition General Mills is a sponsor of the CBS games and the NBC games.

Following is a list of the more important baseball sponsors:

Sponsor & Agency	Team Sponsor (* indicates pre or post game sponsor)	Indians	Lucky Lager Brewing (BBDO)	*Angels
Allstate Insurance (Burnett)	Cubs	*Dodgers	Marathon Oil (C-E)	Tigers
American Tobacco (BBDO)	Cardinals	CBS games	Maxwell House (OB&M)	Twins
Anheuser-Busch (D'Arcy) (Gardner)	White Sox	*Yankees	Melville Shoe Corp. (DDB)	*Yankees
Armour & Co. (Y&R)	*Giants	CBS games	Monroe Auto Equip. (Aitken-Kynett)	*Yankees
Atlantic Refining (Ayer)	Phillies	Dodgers	Narragansett Brewing (DCSS)	Red Sox
	Pirates	Angels	National Brewing (Doner)	Orioles
	Red Sox	All-Star	Nationwide Insurance (OB&M)	*Yankees
	Yankees	World Series	Pabst Brewing (K&E)	*Dodgers
Ballantine (Esty)	Phillies	*Yankees	Pearl Brewing (Tracy-Locke)	Colts
	Yankees	CBS games	Philip Morris (Burnett)	CBS games
	Senators	Angels	Phillips Petroleum (JWT)	White Sox
Bayuk Cigars (Wermen & Schorr)	Pirates	Giants		Cubs
Bonanza Airlines (Stebbins)	*Angels	Red Sox	Pittsburgh Brewing (Ketchum, MacLeod & Grove)	Braves
Bristol-Myers (DCSS)	CBS games	Indians	Plymouth Dealers (Ayer)	Pirates
Brown & Williamson (Bates)	Mets	White Sox	Pure Oil (Burnett)	*Yankees
	Angels	White Sox	R. J. Reynolds (Esty)	Twins
Burger Brewing (Midland)	Reds	Cardinals		White Sox
		Twins		Indians
		Senators		Yankees
		CBS games		Senators
		NBC games		Cubs
		*Orioles		Braves
		*Red Sox		Phillies
		*Angels	Schick Razors (Compton)	*Red Sox
		*Yankees	Schlitz Brewing (Majestic)	Braves
			Security First Natl Bank (Y&R)	Dodgers
		All-Star	Serta Mattress (Doner)	Cubs
		World Series	Shell Oil (OB&M)	Mets
		Cubs		Cardinals
		Giants	Simoniz (DFS)	CBS games
		White Sox		*CBS games
		Twins	Std. Oil Calif. (BBDO)	Angels
		Cubs		Giants
		*Angels	Stewart-Warner (MacFarland, Aveyard)	*Mets
		Pirates	Stroh Brewing (Zimmer, Keller & Calvert)	
		*Red Sox	Tasty Baking (Aitken-Kynett)	Tigers
		*Orioles	Texaco (B&B)	Phillies
		*Angels		Indians
		Reds		Cubs
				Braves
		Yankees		CBS games
		*Red Sox		*CBS games
		*Red Sox	Union Oil of Calif. (Smock, Debnam & Waddell)	Dodgers
		Mets		
		Cardinals	Volvo (Carl Ally)	*Yankees
		NBC games	J. B. Williams (Parkson)	CBS games

a new three-year contract WCCO Minneapolis, will originate 171 games, including nine exhibitions, for a 30-station, seven-state network which includes Montana and Nebraska. Ray Scott, Halsey Hall and Herb Carneal will do the play-by-play on radio and television, with Frank Buetel added to the radio staff.

New York Yankees ■ For the 13th successive year WPIX(TV) New York will televise the Yankee games. Of the 130 games on WPIX, about 50 will be seen on the seven-station TV network in New York and Pennsylvania. WPIX will telecast all home games, 45 away games and four preseason games. About four or five games will be in color. WCBS New York will originate Yankees games for a 40-station network. The 30 exhibition games will be on WCBS-FM, with 13 also on WCBS. A 15-minute pregame show with Pat Summerall is set for WCBS. On WPIX Red Barber, Jerry Coleman and Roy Campanella will do pre and post game shows. Play-by-play on radio and television will be handled by Mel Allen, Phil Rizzuto and Messrs. Barber and Coleman.

Washington Senators ■ In the first year of a new three-year contract, WTOP-AM-TV again will carry the Senator games. WTOP-TV has 33 games scheduled, the same as last year, with 22 of them on the road. WTOP will carry the 162-game league schedule plus four exhibitions. There is a possibility of forming a radio network this year. Dan Daniels and John MacLean will handle the play-by-play on radio and television.

NATIONAL LEAGUE

Chicago Cubs ■ WGN-AM-TV Chicago will cover the Cubs again in 1964. The home schedule of 81 day games will be in color for the fifth year. WGN-TV will televise five road games in black and white. The full league schedule, plus four exhibition games, will be carried on WGN. Jack Brickhouse and Vince Lloyd will do the television coverage, and Jack Quinlan and Lou Boudreau will report the games on radio.

Cincinnati Reds ■ WCKY Cincinnati takes over the Reds broadcasts this year, originating 182 games, including 20 exhibitions, for about 80 stations in five states. WLWT(TV) Cincinnati will originate over 50 games to a five-station network in Ohio, West Virginia and Kentucky. All home games will be shown in color. Pre and post game shows on radio and TV will be local only. Waite Hoyt and Claude Sullivan will handle the games on radio and Ed Kennedy and Frank McCormick will handle the TV broadcasts.

Houston Colt .45's ■ KTRK-TV Houston will be key station for an eight-station network carrying 14 weekend road

games of the Colts. On radio, KPRC Houston will originate the Colt games for a 25-station lineup in Texas and Louisiana, with 12 stations getting all the games and 13 taking weekend games only. In addition a five-station Spanish-language network will carry Colts games to the border area. Gene Elston and Loel Passe will work the radio-TV play-by-play, with Rene Cardenas and Orlando Sanchez Diago covering for the Spanish-language stations.

Los Angeles Dodgers ■ KFI Los Angeles will originate the Dodger games over a network of nine stations. There will be 190 broadcasts, including 28 preseason games. KTTV(TV) Los Angeles will televise the nine Dodger-Giant games to be played in San Francisco. Vin Scully and Jerry Doggett will handle radio-TV coverage. Pre and post-game shows on radio will be only on KFI. For the seventh consecutive season KWKW Los Angeles Spanish-language station will carry the Dodger games with the same sponsors as on the English-language coverage. Fats Garcia and Jaime Jarrin will cover the games for KWKW.

Milwaukee Braves ■ WTMJ-TV Milwaukee will televise 30 Brave games this year, an increase from last year's 26, and the 11 games shown in 1962. WTMJ-TV will originate for a four-station Wisconsin network. WEMP Milwaukee will originate the Brave games to 62-station network in Wisconsin, Illinois, Iowa, Minnesota and Michigan. The radio network last year had only 31 stations in two states. Merle Harmon will do the radio play-by-play and the TV announcer has not been set.

New York Mets ■ Of the 132 games WOR-TV New York will televise, the 77 home games will be in color. About 55 games, mostly on weekends, will be taken by a six-station network in New York and Pennsylvania. WHN New York, which this year acquired the Mets on radio, will feed the 162 league games, plus 28 exhibitions, to a 12-station network. Ralph Kiner, Lindsey Nelson and Bob Murphy will do the radio and television play-by-play. Pre and post game shows on television are handled by Mr. Kiner. Mr. Murphy does a 10-minute pregame show on WHN and Mr. Nelson has a seven-minute post-game radio show.

Philadelphia Phillies ■ The Phillies will telecast 56 games this season on a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the programs. A 24-station radio network, fed by WFIL, will broadcast a total of 180 games. Byrum Saam, Richie Ashburn and Bill Campbell will do the radio-TV play-by-play.

Pittsburgh Pirates ■ KDKA-AM-TV will carry the Pirate games again this sea-

son. KDKA-TV will feed 33 road games to a five-station network. There are 26 stations in the radio network to which KDKA will feed 177 games, including 15 exhibitions. Bob Prince, Jim Woods and Claude Haring do the radio and television play-by-play.

San Francisco Giants ■ Ksfo San Francisco will originate broadcasts of the Giants full schedule, plus 12 spring training games, to a 16-station network that stretches to KGU Honolulu. Pre-game and postgame shows go to the full network for local sponsorship. The telecasts over KTVU(TV) Oakland-San Francisco include two preseason contests and the nine games against the Dodgers in Los Angeles. Russ Hodges and Lon Simmons will do play-by-play.

St. Louis Cardinals ■ KMox and KSD-TV St. Louis will carry the Cardinal games again. KMox will originate for a radio network of about 100 stations in 13 states for preseason and regulation league games. KSD-TV will televise 22 weekend road games. Harry Caray and Jack Buck will do the play-by-play.

Dodgers, Giants have agreements with STV

Both the Los Angeles Dodgers and the San Francisco Giants have signed five-year agreements with Subscription Television Inc., effective March 30, giving exclusive TV rights to all their games to this pay TV organization (see story this page). However, both contracts provide for a continuation of the limited number of games broadcast on commercial television through the 1964 season. Specifically, the nine games the Dodgers play with the Giants in San Francisco will be broadcast by KTTV(TV) Los Angeles and the nine games the Giants play with the Dodgers in Los Angeles will be broadcast by KTVU(TV) Oakland-San Francisco. KTVU will also broadcast two pre-season exhibition games of the Giants during their spring training period.

The STV contracts give the pay TV company exclusive rights to TV coverage of the games of the Giants and Dodgers within 50 miles of home plate in each city and first refusal for extended areas, roughly the northern half of California for the Giants games, the southern half of the state for the Dodgers games. STV has agreed to commence its service by July 1, with a minimum of 20,000 subscribers in each city, with penalties of up to \$35,000 a month for the remainder of the season if this guarantee is not met. If STV has not met the minimum by the end of the 1964 season, it must pay each club an additional \$100,000, with a similar sum to be levied for each month of the 1965 season that STV does not have at least 20,000 subscribers in each city.